

Message Text

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PAGE 01 TOKYO 05469 150812Z
ACTION OES-06

INFO OCT-01 EA-09 ISO-00 COME-00 EB-08 PA-02 USIA-15
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TO SECSTATE WASHDC 6992

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FOR OES/APT/SA; INR/OIL

DEPT PASS TO DOC/NBS

E.O. 11652: N/A
TAGS: EIND, TECH, JA
SUBJECT: OFFICE COMPUTERS

REF: TOKYO 5209

1. NEC, LEADING MANUFACTURER OF OFFICE COMPUTERS IN JAPAN,
AND RICOH, BIGGEST JAPANESE MANUFACTURER OF BUSINESS MACHINES,
ANNOUNCED APRIL 12 THEY HAD COMBINED EFFORTS TO EXPAND OFFICE
COMPUTER TECHNOLOGY AND SALES PROGRAMS. TIE-UP IS CONSIDERED
AS MEANS OF COUNTERING IBM'S ANTICIPATED "MAJOR OFFENSIVE"
IN FILED OF OFFICE INFORMATION PROCESSING SYSTEMS.

2. AGREEMENT CALLS AMONG OTHER THINGS FOR RICOH TO SELL NEC'S
NEAC SYSTEM 100 THROUGH ITS OWN DEALERS (RICOH PLANS TO SELL
500 UNITS A YEAR), AND FOR NEC TO USE AND SELL RICOH'S
PUNCHING MACHINES, READERS AND OTHER PERIPHERAL DEVICES.

3. OFFICE COMPUTER MARKET IN JAPAN IS NOW EXPLOITED BY OVER
40 FIRMS FROM COMPUTER, BUSINESS MACHINE AND COMMUNICATION
EQUIPMENT INDUSTRIES. NEC HAS 20 PER CENT SHARE OF
OFFICE COMPUTER MARKET AND IS ONE OF MOST SUCCESSFUL
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MANUFACTURERS ALONG WITH MITSUBISHI ELECTRIC CORPORATION
AND TOSHIDA. IN VIEW OF INTENSIFYING COMPETITION FROM
BOTH FOREIGN AND DOMESTIC MANUFACTURERS, HOWEVER, NEC
HAS FOUND IT NECESSARY TO TIE UP WITH RICOH BECAUSE OF
ITS LARGE MARKETING POWER DEVELOPED THROUGH SALES OF
BUSINESS MACHINES.
SHOESMITH

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NNN

Message Attributes

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